

Message Text

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UNCLAS MOSCOW 10415

FOR BEWT/TPD (ROBB)

E.O. 11652: NA
TAGS: BEXP, UR
SUBJECT: PRINTING AND GRAPHIC ARTS S/ME

REF: MOSCOW 9773

1. FOLLOWING MEETING WITH A.N. SHIKANOV, DEPUTY CHIEF TECHNICAL DEPARTMENT AT STATE COMMITTEE FOR PUBLISHING, PRINTING AND BOOKSELLING (GOSKOMIZDAT) TO DISCUSS SUBJECT SEMINAR, USCO HAS RECEIVED LIST OF SUGGESTED THEMES FROM GOSKOMIZDAT. OUR BEST EFFORTS AT TRANSLATION FOLLOW:

A. PHOTOCOMPOSITION SYSTEMS EMPLOYING COMPUTERS.. THERE IS SPECIAL INTEREST IN READERS, COMPUTERS AND TECHNOLOGY AND EQUIPMENT FOR NEWSPAPERS OF SMALL CIRCULATION.

B. SHALLOW RELIEF PLATES - INCLUDING PHOTOPOLYMERIC PLATES.

C. PHOTOREPRODUCTION EQUIPMENT, ELECTRONIC COLOR DIVIDERS AND COLOR CORRECTORS.

D. WEB AND SHEET FED OFFSET PRINTING MACHINES FOR HIGH QUALITY REPRODUCTION.

UNCLASSIFIED

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PAGE 02 MOSCOW 10415 201038Z

E. TECHNOLOGY AND EQUIPMENT FOR THE PRODUCTION OF LABELS AND OFFICE FORMS - I.E., PRINTERS, PRESSES, AND PHOTOCOMPOSITION, CUTTING AND PACKAGING EQUIPMENT.

F. AUTOMATED BINDING SYSTEMS, STITCHERS, SYSTEMS USED FOR BINDING OF LONG-LIFE PUBLICATIONS (RECENT ISSUE OF WORLD BOOK ENCYCLOPEDIA WAS CITED BY GOSKOMIZDAT AS AN EXAMPLE HERE.)

G. UP TO DATE WATER AND AIR POLLUTION EQUIPMENT AND CONTROL SYSTEMS FOR POLYGRAPHIC INDUSTRY. (IN THIS AREA INTEREST WAS EXPRESSED IN INVITING FIRM WHICH HAS SYSTEMS APPROACH TO POLLUTION QUESTIONS. TREATMENT OF WASTE WATERS FROM POLYGRAPHIC PLANTS CITED AS PARTICULAR PROBLEM.)

2. IDEALLY GOSKOMIZDAT WOULD LIKE TO HAVE U.S. PARTICIPANT AND SEMINAR PRESENTATION IN EACH OF THE ABOVE AREAS. WHILE WE REALIZE FULL ACHIEVEMENT OF THIS GOAL MAY NOT BE FEASIBLE, SUGGEST THAT SOME BE DEVELOPED HORIZONTALLY ALONG THESE LINES TO GREATEST POSSIBLE EXTENT. ADDITIONALLY, SOVIETS HAVE EXPRESSED INTEREST IN LEARNING ABOUT U.S. STANDARDS FOR LABEL PRODUCTION WHICH THEY UNDERSTAND TO BE QUITE STRINGENT. OF POSSIBLE THEMES ORIGINALLY SUGGESTED BY USDOC, GOSKOMIZDAT NOTES THAT GRAVURE CYLINDERS WOULD BE OF MARGINAL INTEREST.

3. USCO WOULD APPRECIATE RECEIVING LITERATURE FOR U.S. PRODUCERS OF P & GA EQUIPMENT ASAP EVEN IF FIRM UNDECIDED WHETHER OR NOT TO PARTICIPATE IN EVENT. THIS MATERIAL WILL BE FORWARDED TO GOSKOMIZDAT UPON RECEIPT FOR REVIEW AND POSSIBLE COMMENT. WHILE GOSKOMIZDAT UNWILLING TO PROVIDE DIRECT RESPONSE TO OUR QUERY CONCERNING POSSIBILITIES FOR IMMEDIATE SALES, THEY DID INDICATE THAT POSSIBILITY OF SUCH SALES WOULD BE INCREASED BY EARLY RECEIPT OF PRODUCT INFORMATION AND TECHNICAL LITERATURE, AND PRO FORMA INVOICES, TOO, IF FIRMS ARE SO DISPOSED. (WE HAVE UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MOSCOW 10415 201038Z

LEARNED RECENTLY THAT IT IS COMMON PRACTICE OF MANY WEST EUROPEAN FIRMS TO INCLUDE PROFORMA INVOICES IN THEIR PRODUCT LITERATURE BEFORE MAJOR TRADE FAIRS, SEMINARS, SYMPOSIA, ETC., SO THAT IF INTEREST AMONG SOVIET END-USERS IS HIGH ENOUGH IN FIRMS PRODUCTS PRELIMINARY STEPS CAN BE TAKEN TO SECURE HARD CURRENCY FUNDS FOR THEIR POSSIBLE PURCHASE AT EVENT ITSELF.) TOON

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